

VIEW Report

Chris Ackerley Dist 2 Oct 2016

Client: Chris Ackerley District 2

Buyer:

Advertiser:

Product: Republican - State House

Sched Dates: 10/14/16 - 10/23/16

Lengths: 30

Dayparts: RT

10/12/2016 12:54PM

Est # 435669

Tucson (Sierra Vista) Nov15 C-DMA Nielsen Live+1

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Asst: Lorraine Green

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All-Wks Avrg

		Notes	Rate \$\$.00	RC \$	RC %	LUR \$	DP Code	Unit/ Wk	Unit Tot	Wk 1 - Wk 2					Wk 1 10/10 '16	Wk 2 10/17 '16
										Households						
										Prog Name	Rtg..	Imp	Rch %	Freq		
Tucson (Sierra Vista) Nov15 C-DMA Nielsen Live+1			\$900.00						32		0.68	21976	16.1%	1.3	9	23
	0334, Cox-Tucson, AZ		\$900.00						32		0.68	21976	16.1%	1.3	9	23
	CNN -TV		\$222.00						10		0.51	5210	4.0%	1.3	2	8
	F-Su 4p-8p		\$23.00				RT	1	2	AVG. ALL WKS<	»0.47	»473	0.9%	1.0	2	
	M-Su 4p-8p		\$23.00				RT	2	4	AVG. ALL WKS<	»0.77	»784	2.9%	1.1		4
	M-Su 8p-12m		\$21.00				RT	2	4	AVG. ALL WKS<	»0.28	»282	1.0%	1.1		4
	FXNC-TV		\$483.00						7		1.32	9375	7.6%	1.2	2	5
	F-Su 4p-8p		\$69.00				RT	1	2	AVG. ALL WKS<	»0.98	»998	1.9%	1.0	2	
	M-Su 4p-8p		\$69.00				RT	3	5	AVG. ALL WKS<	»1.45	»1476	6.6%	1.1		5
	MNBC-TV		\$195.00						15		0.48	7391	5.6%	1.3	5	10
	F-Su 4p-8p		\$13.00				RT	2	3	AVG. ALL WKS	»0.53	»539	1.5%	1.1	3	
	M-Su 4p-8p		\$13.00				RT	3	5	AVG. ALL WKS<	»0.94	»956	4.3%	1.1		5
	F-Su 8p-12m		\$13.00				RT	1	2	AVG. ALL WKS	»0.12	»120	0.2%	1.0	2	
	M-Su 8p-12m		\$13.00				RT	3	5	AVG. ALL WKS<	»0.15	»151	0.7%	1.1		5
	Total			\$900.00						32		0.68	21976	16.1%	1.3	9

Broadcast Month Costs - Grand Total

Month	Gross Cost	Total Units
10/2016	\$900	32
Total	\$900	32

Market Summary	Wk 1 - Wk 2					
	Households					
	Tot \$\$	Unit Tot	CPP	GRP	Rch %	Freq
Tucson (Sierra Vista) Nov15 C-DMA Nielsen Live+1	\$900	32	\$42	21.6	16.1%	1.3
Total	\$900	32	\$42	21.6	16.1%	1.3

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Adjustments: Network Insertability and Network Carriage have been factored into calculations.
Tucson (Sierra Vista) Nov15 C-DMA Nielsen Live+1
Cable Zones: COX MEDIA, Cox-Tucson, AZ

» Estimate information indicated has been supplied by the user.

Disclaimers:

*Inventory is subject to availability.

*30-day written cancellation required.

*The advertiser and any agency and/or media placement service (collectively, "Customer") purchasing cablecast time for commercial announcements and/or programs (individually, a "Program" and collectively "Programs"), and Cox Media LLC ("Cox Media") agree to be bound to (i) the Cox Media Standard Terms and Conditions which are attached on the back of this form or on a separate page ("Ts&Cs"), (ii) this order/confirmation form; and (iii) any other order/confirmation form between the parties. The Ts&C and all order/confirmation forms constitute the entire agreement ("Contract") between the parties for the purchase of airtime. In the event of a conflict between the Ts&Cs and any order/confirmation form, the Ts&Cs will control.

By: _____
Customer Signature

By: _____
Cox Media LLC – Representative

Name: _____
Title: _____
Date: _____

Name: _____
Title: _____
Date: _____